



## Virginia Green Partner Profile:



Irvine, California

**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities.

**Virginia Green Partners** are primarily committing to help support **Virginia Green** and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well!

### BuyGreen.com

"We are an online and wholesale supplier of green and eco-friendly products. We provide a wide variety of products for the Tourism and Food Service Industries."

**Green Statement:** "Green is the better way to go."

### CORE ACTIVITIES for all *Virginia Green Partner Organizations*

- ☒ **Support Virginia Green.** Partners must promote the Virginia Green Program to clients, members, and staff and encourage them to do business with Virginia Green participants. This partner organization pledges that they:
  - Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.
  - Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials.
  - Include a Virginia Green feature in their newsletter or other publication.
  - Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
- ☒ **Green Meetings and Conferences.** When Virginia Green Partners hold meetings or conferences they must provide recycling and make an effort to reduce the use of Styrofoam and other disposables. This partner pledges that they:
  - Minimize copying and always make two-sided copies
  - Have eliminated the use of Styrofoam cups and plates; instead they use actual mugs.
  - Use silverware instead of plastic utensils.
  - Purchase disposable plates/cups/utensils made from biodegradable materials
  - Use non-bleached napkins and maintain a supply of cloth napkins.
  - Serve water in pitchers and glassware instead of bottles
  - Avoid box lunches – trays/platters of food are much less wasteful.

☒ **Recycling and Waste Reduction.** Virginia Green Partners are highly encouraged to maintain a comprehensive recycling program if they have a facility. This partner pledges that they:

- Recycle: glass, aluminum cans, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies, fluorescent lamps, batteries, electronic equipment
- Track overall waste bills
- Have numeric goal to reduce overall materials that go to the landfill
- Use bulk soap dispensers instead of individual soaps
- Purchase recycled-content paper towels and toilet paper
- Encourage suppliers to minimize packaging and other waste materials
- Purchase from vendors and service providers with a commitment to the environment
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Use "green" cleaners that are dispensed in bulk
- Have installed high efficiency hand-dryers in restrooms
- Purchase durable equipment and furniture
- Purchase low VOC carpets and fabrics
- Use reused building materials or those from sustainable sources
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use a last-in/first-out inventory and labeling system
- Use less toxic materials
- Minimize the use of pesticides and herbicides

☒ **Water Conservation.** Virginia Green partners are highly encouraged to have a plan for conserving water in their facility that should consider plumbing modifications and landscaping. This partner pledges that they:

- Track overall water usage and wastewater
- Have a numeric goal to reduce water consumption over time
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have:
  - low flow restrictors on faucets and showerheads
  - low flow toilets
- Discourage water-based cleanup (sweeping first) and use microfiber technology mops

☒ **Energy Efficiency.** Virginia Green partners are highly encouraged a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives in their facility. This partner pledges that they:

- Track overall energy bills
- Have had an energy audit to identify efficiency opportunities
- Have a numeric goal of how much they want to reduce their energy usage over time
- Have an "energy management system" in place to track and meter energy usage
- Use:
  - compact fluorescent light bulbs in all rooms and in canned lighting
  - LED Exit Signs
  - high efficiency fluorescent ballasts and lamps (T5s and T8s)
- Have high efficiency heating & air conditioning (HVAC) systems
- Perform preventative maintenance on HVAC system
- Have individual thermostats for each room/area
- Use natural lighting
- Use lighting sensors to turn on/off lights
- Use occupancy sensors to turn on/off lights
- Purchase EnergyStar-rated computers, copiers, and appliances
- Have thermal-rated windows and insulation
- Use fuel efficient vehicles or hybrid vehicles

For more information on *Virginia Green* program, see [www.deq.virginia.gov/p2](http://www.deq.virginia.gov/p2) or go to [www.viriniagreentravel.org](http://www.viriniagreentravel.org).



*Virginia Green* is the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

